



Social Learning Theory

Social Learning Theory

Assumptions

Learning is the result of the thinking process which is influenced by environment

Constructivism (cognitive + social)

- Each person construct **the rules** and their own **knowledge framework** to understand their experience

So, **Learning** is the process to adjust the knowledge framework to get the new experience of behavior

ConstructivismTheory

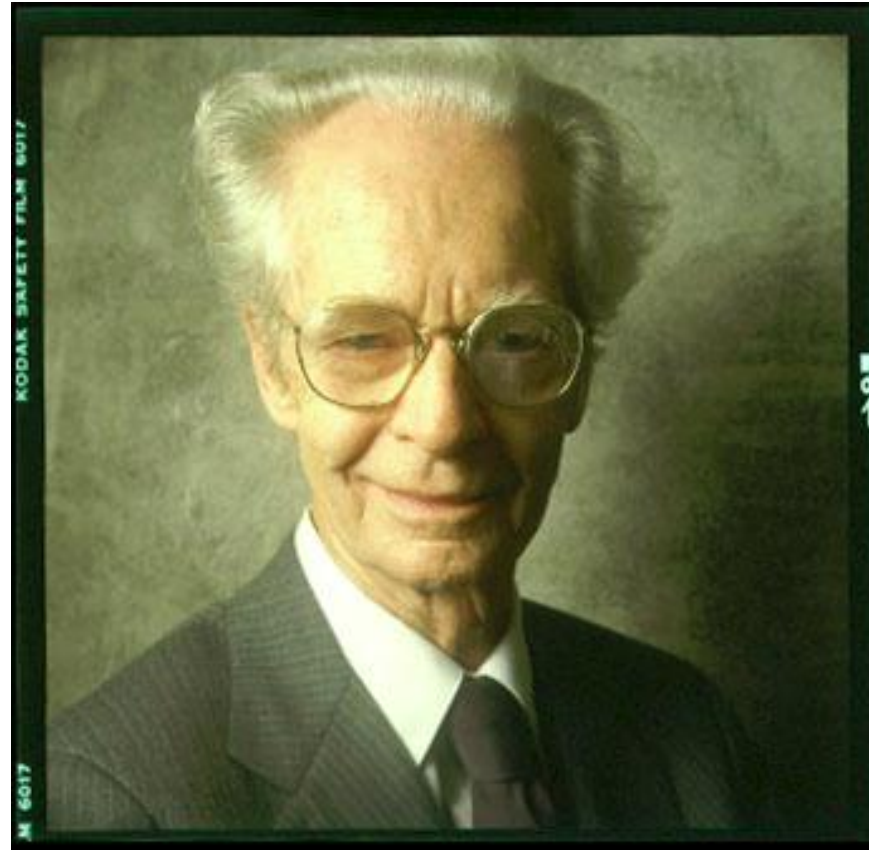
The person is called **learned** if they were construct / arrange their knowledge in their mind



Memorizing subject matter is not Learning behavior

Behaviorism

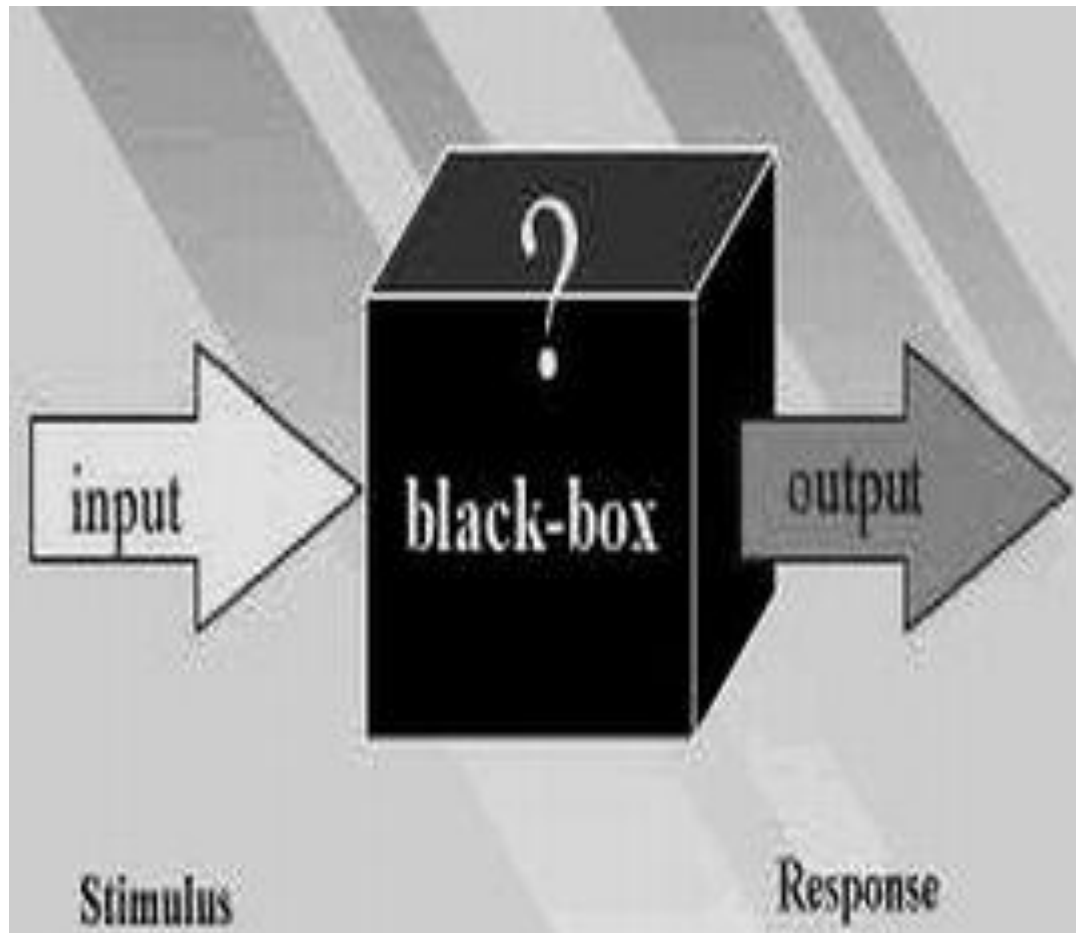
B.F. Skinner



Behaviorism

- Purest version of learning theories
- Rewards & punishment = conditioning
- Emphasis on scientific rigor
- Only replicable observation counts

How Behaviorists View the Function of the Brain



Social Learning Theory

- 1960's by Albert Bandura
- No direct reward necessary
- Allows for thinking !
- Part of **cognitive revolution** in
- Scientific psychology

Albert Bandura

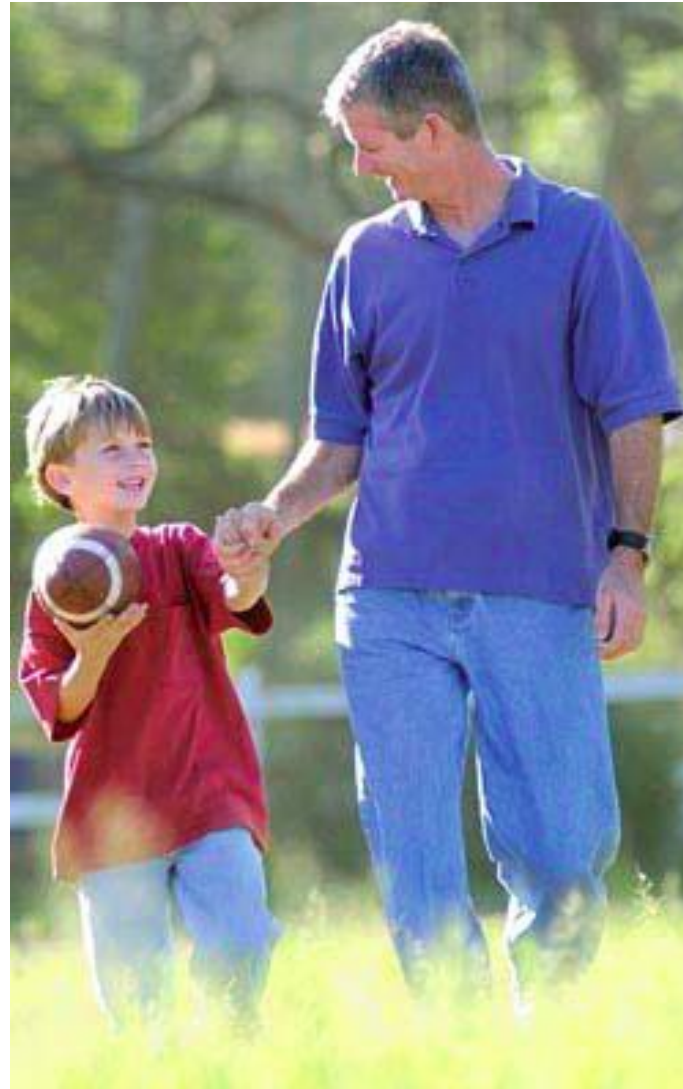


Two Versions of Social Learning Theory

- Vicarious Learning - others get rewarded or punished in view of the learner
- Pure Modeling - no one gets rewarded or punished

Who Do the Model?

Parents



Pop Stars



Athletes





Political Leaders



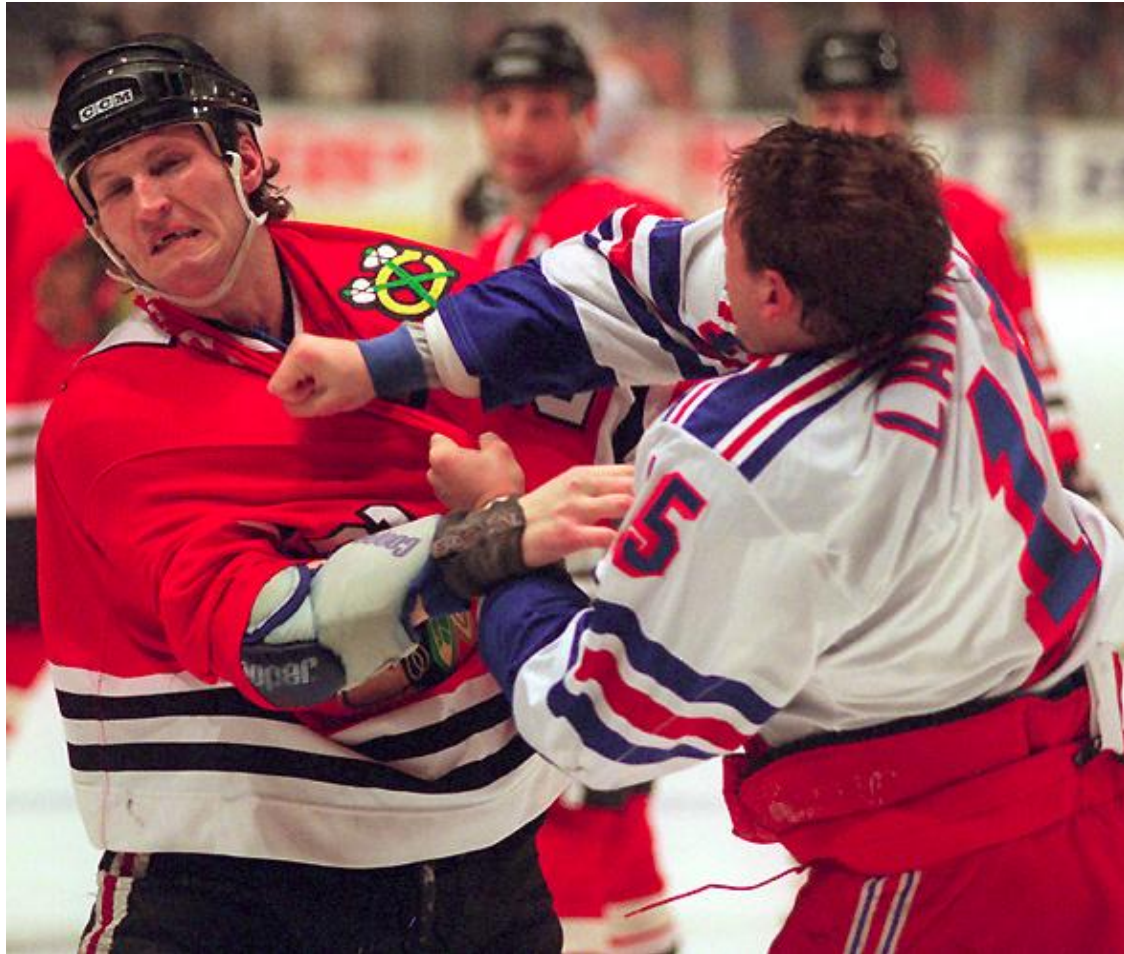
Historical Figures



Problem

Many anti-social role models

Be a Canadian Hero



Be Violent



Antagonist character on the movie/tv



Be a Jack-Ass



Even Cartoons!



Be Skinny



Critique of Learning Theories

- No big picture of the person
- Too much focus on situations
- Ignore biological factors
- Mechanical -- No free will

Determinism vs. Free Will

- Determinism says that all behavior follows scientific laws
- Only Humanistic Theories have free will
- No room for free will in learning equation:

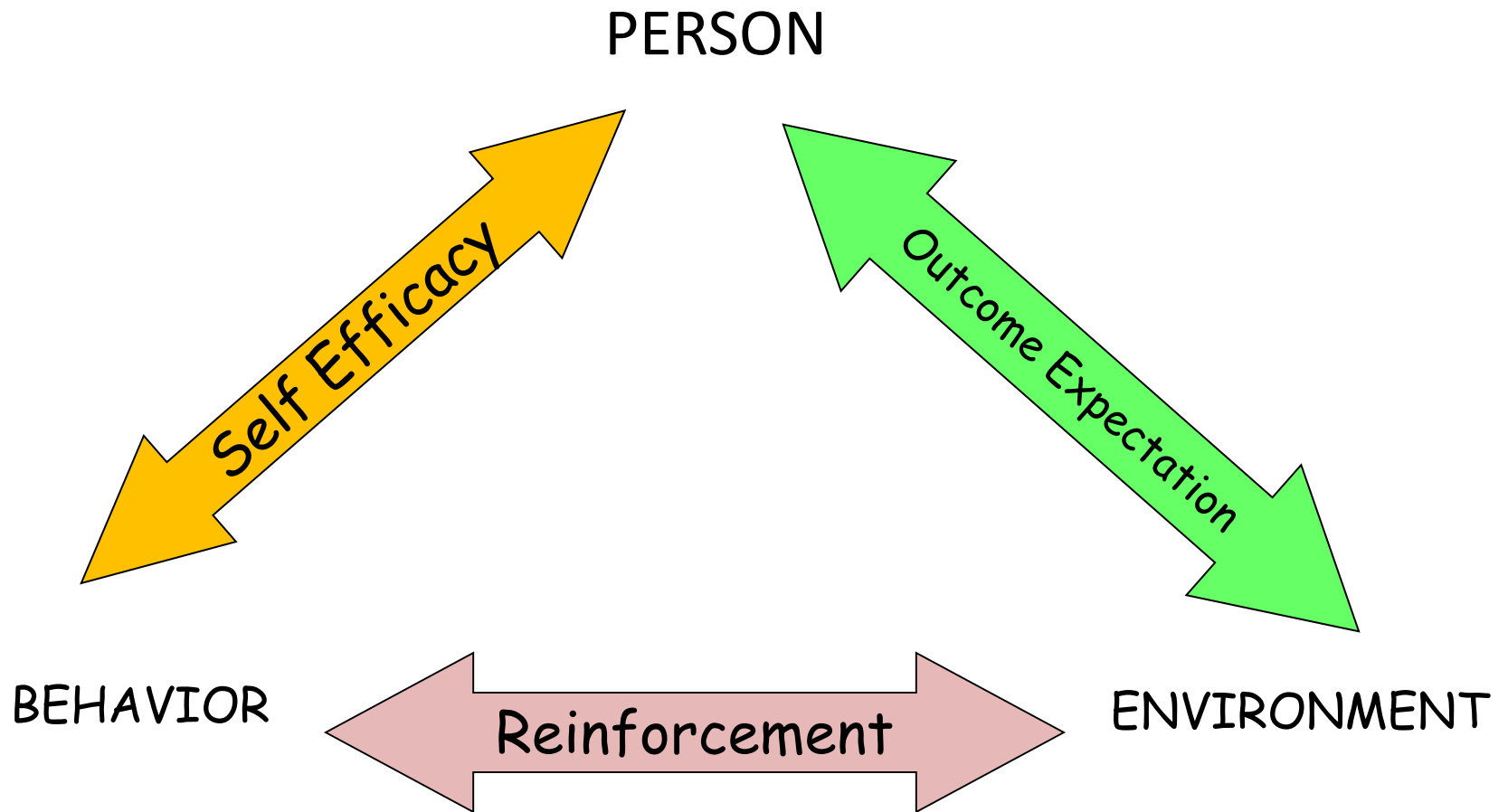
S -----> R

Social Learning Theory

Social Learning Theory concern on triadic relation between :

- PERSON (COGNITIVE)
- BEHAVIOR
- ENVIRONMENT

ALL components are RECIPROCAL DETERMINISM



- **ENVIRONMENT**

Influent factor toward personal behavior that come from the outside/ external

Divided into : physic and social environment

- **SITUATION**

Thinking limitation and personal behavior

Limit by positive and negative consequences



ENVIRONMENT

- Social norm
- Community access
- Influence to others



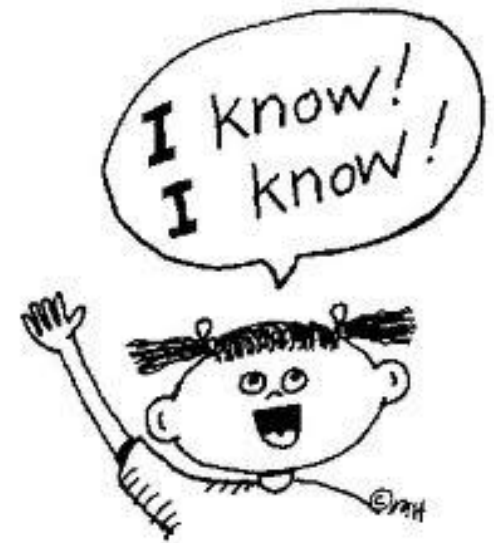
BEHAVIOR

- Skill
- Action/ habitual
- Self efficacy



PERSON

- Knowledge
- Expectations
- Attitude



SELF CONTROL

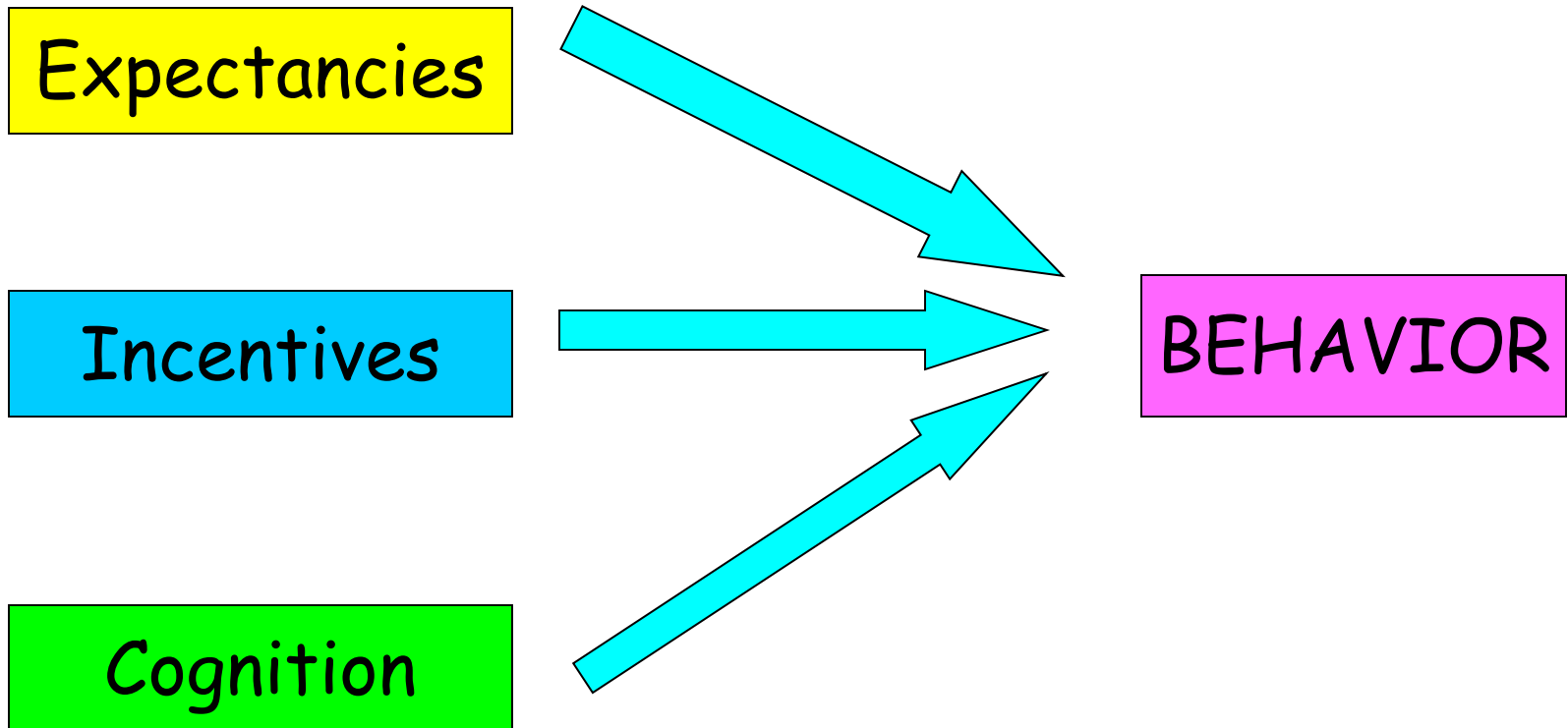
Personal self control can strengthen learning process and achieve the objective

The objective must be specific, so that can be evaluated easily

REINFORCEMENT

- Positive : Reward
- Negative : Punishment
- Over justification effect : if someone do important activity because of some reward, so they don't repeat the same important activity and they will not considers that its important to do.
- Giving some reward will eliminates the motivation

Bandura



EXPECTANCIES

Situation Outcome Expectancies

- Outcome about the risky behavior.
- Example : a person who never cut her/his nail will get worm

EXPECTANCIES

Outcome Expectancies

- Expectancies about the behavior that prevent someone from sickness/ disease
- Example : drain the water storage can decrease the risk of DHF (Dengue Hemorrhagic fever)

EXPECTANCIES

Self Efficacy Expectancies

- Expectancies that person can do their own behavior
- Example : the housewife sure that she can make oral rehydration solution

SELF EFFICACY

- Self ability
- Personal self confidence about self ability to do certain activity/ behavior
- Sureness that the person can do certain behavior.



Application of SLT

Condom use to prevent FSW from HIV&AIDS

Expectancies

- Condom use can save FSW from STI
- If FSW don't have STI, HIV, she will get more clients and money

Incentives

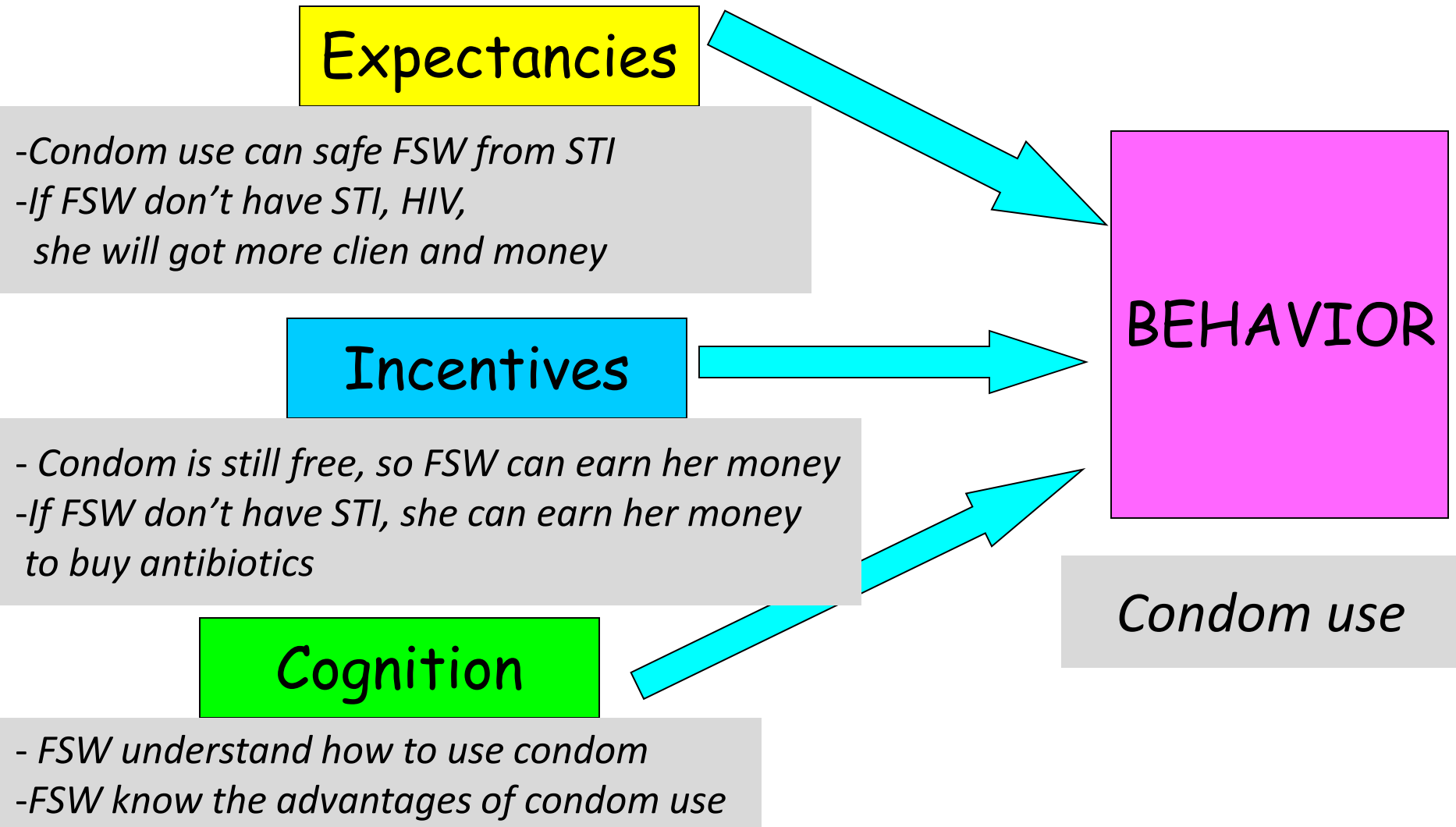
- Condom is still free, so FSW can earn her money
- If FSW don't have STI, she can earn her money to buy antibiotics

Cognition

- FSW understand how to use condom
- FSW know the advantages of condom use

BEHAVIOR

Condom use



Self efficacy

- FSW can use condom correctly
- FSW can buy female condom

Person

- FSW understand about the advantages of use condom
- FSW support the use of condom in sexual risk behavior

Outcome expectation

- Condom use can safe FSW from STI
- If FSW don't have STI, HIV, she will got more clien and money

Environment

- All of FSW used condom
- Government will judge FSW who didn't use condom

Reinforcement

Reinforcement

- FSW will get the bonus from NGO if they use condom
- FSW will get a punishment if didn't use condom

Behavior

- FSW use condom in each Sexual activity
- FSW use condom with her boyfriend

Self Efficacy

EVALUATION

- What did you know about social Learning Theory?
- What are the variables construct SLT?
- What is your opinion about the English lesson today?
- Give us some suggestion/ advice to the next better lesson?

Thanks a lot class, Good Job!